

Building Bridges

The Culture of The Millennial Generation

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Course FCE 892CY



Their Evolution

- # Born in or after 1982
- # Born to the parents of Generation X
- # Resemble Generation G.I (born 1901-1924; current age 76-99)
- # G.I Generation are millennia's Great Grandparents

Neil Howe & William Strauss; Millennials Rising
The Next Great Generation

Some of the Influences on Youth Culture

#History

#Movies

#Clothes

#Music

#Previous generations

#Technology

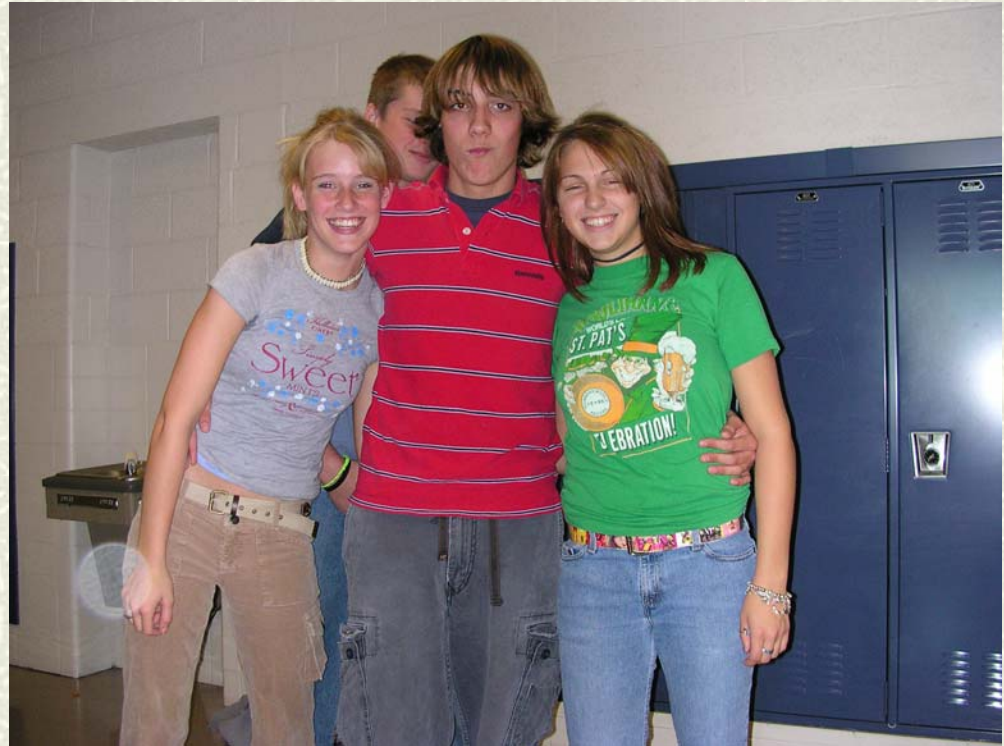
#Various forms of media



Youth Culture HAS Helped Define The Youth of Today

They are a generation of people who have:

- # Optimism
- # Authenticity
- # Morality/Spirituality
- # Activism
- # Self Reliance
- # Creativity
- # Ability to connect with People



What Are They Made Of ?

The Search Institute: Percentage of Students That Have 50% of Each Asset.

- ✦ Positive View of Personal Future 72%
- ✦ Family Support 68%
- ✦ Integrity 66%
- ✦ Honesty 64%
- ✦ Achievement Motivation 63%
- ✦ Positive Peer Influence 63%
- ✦ Responsibility 60%
- ✦ Sense of Purpose 58%
- ✦ Youth Programs 58%
- ✦ Religious Community 55%
- ✦ School Engagement 55%
- ✦ Safety 54%
- ✦ Bonding to School 52%
- ✦ Self-Esteem 50%
- ✦ Service to Others 50%
- ✦ Time at Home 50%

Search Institute

This is a Generation That is....



- # **Special**
- # **Sheltered:** focus of most sweeping safety movement in history
- # **Confident**
- # **Team-oriented**
- # **Achieving**
- # **Pressured**
- # **Conventional**
- # **Diverse in ethnicity**
- # **Much more homogenous than prior generations**

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Jennifer's Perception of Youth Today!

How Youth Would Benefit From Involvement & Engagement:

Perceived increases in assets of youth

- # Sense of Being Valued by Community/Connected
- # Sense of Being Important = a Resource

- # High Expectations
- # Other Adult Relationships
- # Cultural Competence
- # Caring

- # Adult Role Models
- # Family Communication
- # Planning and Decision Making

- # Interpersonal Competence
- # Personal Power
- # Reduce Idle Time at Home

The Positive Side of Youth Culture

✚ **Music:** Promotes self expression of emotions, life and experiences

✚ Alternative outlet for emotions

✚ Can provide insight into factors of life that those less fortunate must live with and cope with=empathy

✚ Can Provide an opportunity to promote open disclosure between youth and adults

✚ A learning modality

✚ **A tool to connect with youth**

✚ Relaxation method

✚ **Dress:** Provides a way for people to feel as though they fit in: “Stylistically Fresh”

✚ Diversity

✚ An alternative to self expression

✚ Can provide an opportunity to promote open disclosure between youth and adults=CONNECTING

✚ **Other forms of Media**

✚ ***Movies***=Can have positive messages(i.e.: 8 Mile=NEVER GIVE UP ON YOUR DREAMS OR SELF)

✚ ***Advertisements***= Positive messages, i.e.: anti-drug commercials/anti violence

Continued

Technology:

- ✦ Prepares them for real life work force and society
- ✦ Enhances exposure to cultures an understanding and acceptance of the same
- ✦ A path that provides many opportunities to connect with people
- ✦ Insight into cultural values, attitudes, gender roles, rules, knowledge, rituals
- ✦ A resource for furthering their education

Peers:

- ✦ One of the strongest influences in their lives
- ✦ Contrary to popular belief NOT always negative. 63% report positive peer influence (Search Institute)
- ✦ A vehicle to draw support and=BUY THEM IN

Using Music as a Tool

- # Use their music and dissect the lyrics with them
- # Have them find ways to change the lyrics to say the same thing.
Discuss: has the intensity been lost or the meaning?
- # Have them write an essay on the lyrics of their favorite song
- # Have them find a song that correlates with a poem
- # Use a song to generate a discussion on a certain topic
- # Have them find a song that describes their life
- # Discuss popular artists and their images
- # Have them make a display, poster or showcase about a life issue from a song, including where to find local help if needed



Using Fashion as a Tool

- # Show a movie, focusing on clothing and discuss their opinions
 - # Show pictures of people, discuss the saying: Don't judge a book by it's cover
 - # Show pictures of fashion in the past & present, discuss
 - # Show styles/trends of the past; discuss the controversy then and reasons, do the same for current times
 - # Discuss "Image" ways to achieve, their desired image, the image they perceive they have and why
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Using Technology As a Tool

- # Discuss their perceptions of the pros/cons of the internet & other vices
 - # Let them research youth issues on the internet
 - # Discuss with them how technology has impacted their generation
 - # Do a project regarding YOUTH using video cameras, digital cameras or other vices
 - # If you have access to distance learning lab, connect with other states/countries and have a youth connection with another group of youth to discuss various topics and gain cultural understanding
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Youth Culture Is A Part Of Who Kids Are,
Use **THEIR CULTURE** and
ASSETS As
A Template!





***What Experiences
and Opportunities***

Will YOU Provide to Them?

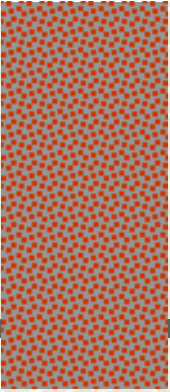




How Will YOU

Connect With Them & Engage Them?





If We Desire to
Role Model Acceptance
Of Cultural Diversity
and Promote C.Y.D.;

We Must Learn to Comprehend, That
Which We May Not
Understand.

Jennifer A. McKnight

They are The Future

